

A system, method and computer program product are provided for conducting business over a network utilizing a graphical user interface. Initially, a request indicating a primary product or service is received utilizing a network. In response to the request, the primary product or service is displayed on a graphical user interface utilizing the network. Further in response to the request, at least one secondary product or service associated with the primary product or service is displayed utilizing the network. As such, a user may conveniently select the at least one secondary product or service utilizing the network. In one embodiment, the secondary products or services are intended to be used with the primary product or service.